

BE CEDAR PARK.

2017 STRATEGIC GOALS



COMMUNITY

- Revitalize Bell Boulevard
- Encourage Placemaking
- Utilize New Ways to Engage Citizenry
- Celebrate Our Heritage
- Launch Community Pride Initiatives
- Cultivate and Strengthen Successful Internal, Local & Regional Relationships
- Promote Big Wins
- Support and Implement Video-Conferencing for Council Meetings



SAFETY & SECURITY

- Initiate Fire Station 5 Building and Staffing Plans
- Expand Police Department Facility
- Develop Strategy for Neighborhood Flooding Concerns
- Complete Drainage Funding Study
 - Examine Various Funding Sources
 - Prioritize Drainage Projects Based on Criteria
 - Monitor Legislation to Allow Sales Tax Reallocation



STEWARDSHIP

- Maintain Strong Fiscal Health
 - Manage Water and Wastewater Rates
 - Prudent Management of Ad Valorem Rates
 - Explore and Analyze Funding Options for Services and Capital Programs
- Continue Implementation of 2015 Bond Program
 - Streets & Roads
 - Public Safety
 - Parks & Recreation
 - Public Library
- Continue Strong Support of Core Services Including Needs for Police, Fire, Drainage, Street Maintenance
- Convene a Charter Review Committee
- Review Board and Commission Structures and Functions
- Ensure Infrastructure Development and Maintenance
 - Water and Wastewater System
 - Roads
 - Information Technology
- Leverage and Enhance Technology to Improve Operations
 - Advanced Metering Infrastructure
- Actively Support the City's Legislative Agenda
- Develop and Utilize Reporting Process for Council Subcommittees
- Develop Reporting Process for Labor Negotiations



BRIGHTER FUTURE

- Identify and Promote Space for Job Creation
- Attract Large Employers
- Develop Strategies Related to Missing Places
 - Family Entertainment
 - Business Park
 - Walkable Mixed-Use
- Ensure Continued Adequacy of Water Supply for Growth
- Explore Enhancement and Redevelopment Opportunities in Long Established Areas
- Proactively Recruit Desired Retailers
- Progress Towards Full Service Hotel/Conference Space
- Partner for Regional/Intercity Opportunities
- Initiate Regular Comprehensive Plan Updates
- Zoning Review for Economic Development & Land Use Diversification
 - Review FLUP process
 - Utilize Economic Expertise
 - Modify Ordinances to Reflect Future Needs and the Community
 - Clarify the Planning & Zoning Flow Process (From "Conceptual" through "Executed")
 - Finalize Updated Zoning Code
- Explore Tourism Department Option
- Plan for Redevelopment of the Quarry